

# Proposers Questions and Answers Matrix

## for

### RFP 2016-06 ON-CALL GRAPHIC DESIGN SERVICES

	QUESTION/COMMENT	RESPONSE
1.	Our studio is located outside Napa County, and we do not have a business license. Are we still qualified to submit a proposal, and if awarded, then get the business license?	<b><i>Please note on Attachment B – General Information Form that the proposer does not currently have a business license. If proposer is selected as a contractor, a W-9 form must be provided upon contract execution.</i></b>
2.	How frequently do you anticipate needing to meet with selected suppliers?	<b><i>Frequency of meetings with the prospective contractor cannot be determined as the contract is task or project based. A proposed meeting schedule with the contractor is in part discussed in the individual request for task proposal of the project.</i></b>
3.	Can the meetings be conducted remotely via telephone or video conferencing?	<b><i>Yes, but may also require in person meetings depending on the project and services to be performed.</i></b>
4.	What type of reports will be required, and do you have sample reports that you can share?	<b><i>Depending on the project, the report may list the work performed related to the project to date, etc. and can be written on standard letter format.</i></b>
5.	We are not located in Napa County. What, if any, licenses are required for this contract?	<b><i>Would depend on the project and/or task to be performed.</i></b>
6.	We are certified as a DBE by the CA Department of Transportation and anticipate that all work under this contract will be performed in-house. The NVTa goal for this contract is 0%. Is Attachment E-1 required to be completed and submitted with our proposal?	<b><i>No. Ensure that your DBE certification information is reflected on Attachment B – General Information Form.</i></b>

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7.	Can you provide samples or links to items in Attachment A, Item I: Type of Work?	<p><b>Some examples of recent work can be viewed at:</b>  <a href="http://www.nvta.ca.gov/sites/default/files/Vine%20Transit%20Maintenance%20Facility.pdf">http://www.nvta.ca.gov/sites/default/files/Vine%20Transit%20Maintenance%20Facility.pdf</a>  <a href="http://www.nvta.ca.gov/sites/default/files/Vine%20Trail%20fact%20sheet_0.pdf">http://www.nvta.ca.gov/sites/default/files/Vine%20Trail%20fact%20sheet_0.pdf</a></p>
8.	Is this a new contract or does it replace an expiring contract?	<b><i>This is a new contract.</i></b>
9.	If there is a current contract in place (or just expired), can you share the contracted price sheets?	<b><i>See 8. above.</i></b>
10.	<p><b>Section 3 - Content of Proposal, Item 11. APPENDICES</b>, the RFP indicates to provide all legal documents and compliance reports including DBE, Lobbying, Disbarment, etc. Our understanding is there is a 0% goal for DBE so there would be no DBE paperwork included, and we did not see attachments pertaining to Lobbying or Disbarment. Please confirm specifically which legal and compliance documents you are requesting.</p>	<b><i>See 6. above</i></b>
11.	<p><b>Section 5 - Required Qualifications, Items 2 and 3</b>, the RFP states that:            2) Proposer must have all necessary licenses to operate in Napa, if necessary            3) Proposer must not be the subject of disciplinary action by any State of California regulatory or licensing agency            ...and to provide specific reference information on each of the areas listed above.            Please clarify exactly what reference information you are expecting for items 2</p>	<b><i>See 1. above.</i></b>

	QUESTION/COMMENT	RESPONSE
	and 3.	
12.	3. ATTACHMENT B - General Information Form says to be placed at the front of the RFP. The Content of the proposal on page 8 specifically includes the Title Page, Transmittal Letter, Executive Summary, Proposer Background & Experience, etc. There is no reference made to inclusion of the General Information Form. Where exactly should Attachment B - General Information Form be placed?	<b><i>As written on Attachment B – General Information Form, it is to be completed by the Proposer and placed at the <u>front</u> of the RFP.</i></b>
13.	Does NVTA have a brand guide? Color schemes?	<b><i>Yes.</i></b>
14.	Does NVTA have a regional message?	<b><i>No.</i></b>
15.	Does NVTA have a mission statement?	<b><i>No.</i></b>
16.	Is there a budget allocated for this service?	<b><i>Graphic design services are part of the annual marketing and advertising budget.</i></b>
17.	What is the contract duration?	<b><i>One (1) year with the option of two (2) one (1) year extensions.</i></b>
18.	What firm assisted in NVTA's rebranding efforts?	<b><i>Green Ideas, San Francisco.</i></b>
19.	Does the agency have a rough idea as to the allocation/percentage of graphic work for digital vs. ads vs. print will be needed?	<b><i>No set disbursement and/or allocation of media type format has been established, as this is a new market for NVTA.</i></b>

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20.	Does the agency already have an art library?	<b>No.</b>
21.	Does the agency have a signage history?	<b>Yes.</b>
22.	Is there possible video work required?	<b><i>Project dependent.</i></b>
23.	Copyright?	<b><i>All material/designs generated shall become NVTAs property with unlimited reproduction rights.</i></b>
24.	Is NVTAs Branding Guideline available online?	<b>No.</b>
25.	How and who prepared NVTAs Annual Report and what is the distribution?	<b><i>Annual report was prepared in-house and assembled by contractor services. Distribution is to all Bay Area transportation properties, local jurisdictions, other government entities, and elected officials.</i></b>
26.	What are the advertising language requirements? Do you have translator services?	<b><i>English/Spanish. Vital documents will also include Filipino (Tagalog). Yes, we do work with a language translation service provider.</i></b>
27.	Is there a Strategic Marketing Plan?	<b><i>A Strategic Marketing Plan is currently under development.</i></b>
28.	Is there web design required?	<b><i>A general understanding of web design is desirable, but not required. NVTAs contracts with a private firm for our websites.</i></b>
29.	What is the funding source for NVTAs?	<b><i>NVTAs operates with Federal, State and local funding sources.</i></b>
30.	How often is the contractor to meet with NVTAs?	<b><i>See 2. above.</i></b>
31.	How will the material, art work, etc. be edited and proofed by NVTAs?	<b><i>Electronically, depending on the submittal format and compatibility with agency software.</i></b>

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32.	Is there a threshold in working with various vendors?	<b><i>No. A request for task proposal will be sent to the contractors for a response. Based on the project the work could be awarded tone one or more.</i></b>
33.	Do we have a schedule for publications on social media?	<b><i>A schedule will be formatted to be included in the Strategic Marketing Plan.</i></b>
34.	Has NVTA established a target market? Is this information available online?	<b><i>Yes. NVTA has performed several studies and a collection of data, i.e. Travel Behavior Study, etc. which is available on NVTA's website.</i></b>
35.	Is there a monetary threshold on the individual request for task proposals?	<b><i>A monetary threshold or budget per task proposal will be determined based on the project of services to be performed.</i></b>
36.	Does NVTA have pre-qualified printing service contractors?	<b><i>Yes.</i></b>
37.	Is there a reason why the DBE goal was set at 0%?	<b><i>DBE goal was established at 0% as the calculation was less than 0.5%; however NVTA has reached out to all Caltrans certified graphic design service vendors within the regional Bay Area with the RFP announcement for on-call graphic design services.</i></b>
38.	What are the insurance requirements? Are there standard requirements?	<b><i>Standard insurance requirements are outlined in the professional services agreement. A proposer can submit an exception to the agreement in their proposal (Sec.3, B 9)</i></b>